

Message Text

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ACTION CU-04

INFO OCT-01 ARA-10 ISO-00 /015 W

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P R 161825Z SEP 76

FM AMEMBASSY BRASILIA

TO USIA WASHDC PRIORITY

INFO SECSTATE WASHDC 7859

UNCLAS SECTION 1 OF 2 BRASILIA 8019

FOR ILA/BECCHETTI, DEPT. FOR CU/ARA

E.O. 11652: N/A

SUBJECT: COMMUNICATIONS SEMINAR IN US: 1977

REF: USIA 27426

1. PLEASE PASS FOLLOWING TO LYLE NELSON, FIRST BY PHONE, THEN BY MAIL. POST WILL SEND ORIGINAL TO LYLE NELSON DIRECTLY TODAY.

2. THE FOLLOWING LETTER AND PROPOSAL ARE ADDRESSED TO MS. MARTHA MUSE, TINKER FOUNDATION, 645 MADISON AVE. NEW YORK, N.Y. 10022.

DEAR MS. MUSE:

(1) WITH THE COOPERATION OF SIX UNIVERSITIES - THREE BRAZILIAN AND THREE AMERICAN - USIS BRAZIL HOPES TO PROMOTE THE CONCEPT OF INSTITUTION-TO-INSTITUTION LINKAGES AND SPECIFICALLY THE DEVELOPMENT OF PROGRAMS BETWEEN DEPARTMENTS OF COMMUNICATIONS IN THE UNITED STATES AND BRAZIL.

(2) THIS PAST YEAR WE HAVE BEEN WORKING ON THIS PROJECT WITH OUR MUTUAL FRIEND, PROF. LYLE NELSON, WHO HAS KEPT IN CONTACT WITH PROFS. DONALD SHANOR OF COLUMBIA UNIVERSITY AND ROY FISHER OF UNIVERSITY OF MISSOURI REGARDING THE DEVELOPMENT AND PROGRESS OF THE PROJECT. IN 1975 THEY TOOK PART IN A SERIES OF

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COMMUNICATIONS PROGRAMS IN RIO, SAO PAULO, BELO

HORIZONTE AND BRASILIA OUT OF WHICH CAME THE IDEA FOR THE PROJECT WE ARE NOW PROPOSING. OUR COMBINED GOAL IS TO COOPERATE WITH THE UNIVERSITY OF BRASILIA, THE FEDERAL UNIVERSITY OF RIO DE JANEIRO AND THE UNIVERSITY OF SAO PAULO IN UPGRADING THEIR SCHOOLS OF JOURNALISM, AND AT THE SAME TIME, PROVIDE NEXUSES OF MUTUAL INTEREST FOR THE AMERICAN UNIVERSITY.

(3) ATTACHED TO THIS LETTER IS A DETAILED DESCRIPTION OF THE PROJECT WHICH WE HOPE YOU WILL AGREE MAY LEAD TO FRUITFUL, LONG-RANGE BENEFITS FOR BOTH COUNTRIES.

(4) FURTHER WE HOPE THAT YOU WILL APPROVE OUR REQUEST FOR FINANCIAL SUPPORT FOR THIS PROJECT. SPECIFICALLY, WE REQUEST A GRANT OF \$20,000 TO COVER THE US EXPENSES FOR THE PROJECT, THE DETAILS OF WHICH ARE EXPLAINED IN THE ATTACHED PROPOSAL.

(5) WE IN BRAZIL WILL PAY FOR THE EXPENSES OF A PRE-DEPARTURE ORIENTATION IN RIO DE JANEIRO AND ROUND - TRIP INTERNATIONAL TRAVEL, RIO-MIAMI-RIO, FOR A MINIMUM OF SIX BRAZILIANS AND ONE ESCORT OFFICER.

(6) IF, AFTER READING THE ATTACHED PROPOSAL, YOU STILL HAVE QUESTIONS REGARDING THE PURPOSE AND SCOPE OF THE PROJECT AND THE ESTIMATED COST FACTORS, PLEASE LET ME KNOW.

(7) WE THANK YOU FOR CONSIDERING THIS PROJECT AND LOOK FORWARD TO HEARING FROM YOU.

(8) SINCERELY, LYLE D. COPAMANN, COUNSELOR FOR PUBLIC AFFAIRS.

PROPOSAL

I. TITLE: BRAZILIAN-AMERICAN INSTITUTION-TO-UNCLASSIFIED

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INSTITUTION COMMUNICATIONS SEMINARS - 1977.

II. OBJECTIVE: TO PROMOTE LONG-TERM LINKAGES BETWEEN THREE SCHOOLS OF JOURNALISM IN THE US (COLUMBIA, MISSOURI AND STANFORD) AND THREAJLOOLS OF JOURNALISM IN BRAZIL (UNIVERSITY OF BRASILIA, FEDERAL UNIVERSITY OF RIO DE JANEIRO AND UNIVERSITY OF SAO PAULO).

III. TIME FRAME: FIRST CHOICE: FEBRUARY 7-26, PER
SCHEDULE NOTED BELOW; SECOND CHOICE: JULY 5-24.

IV. PARTICIPANTS:

A. BRAZILIAN - DEANS/DIRECTORS/PROFESSORS OF SCHOOLS
OF JOURNALISM WHO HAVE, IDEALLY, BOTH PRACTICAL AND
ACADEMIC EXPERIENCE IN COMMUNICATIONS: A MINIMUM OF
TWO FROM EACH OF THREE BRAZILIAN INSTITUTIONS.

B. AMERICAN - PROF. DONALD SHANOR, COORDINATOR OF
SEMINAR AT COLUMBIA U.; PROF. ROY FISHER, COORDINATOR
OF SEMINAR AT U. OF MISSOURI; PROF. LYLE NELSON,
COORDINATOR OF SEMINAR AT STANFORD AND OVERALL
COORDINATOR OF PROJECT IN U.S.

C. GUEST SPEAKERS - INVITED BY RESPECTIVE COORDINATORS

D. ESCORT OFFICER FROM THE US EMBASSY: TO BE NAMED.

V. PROPOSED ITINERARY/DATES
FIRST CHOICE: FEBRUARY 7-26

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P R 161825Z SEP 76
FM AMEMBASSY BRASILIA
TO USIA WASHDC PRIORITY
INFO SECSTATE WASHDC 7860

UNCLAS SECTION 2 OF 2 BRASILIA 8019

1. PRE-DEPARTURE ORIENTATION IN RIO FOR ALL
BRAZILIAN PARTICIPANTS: FEBRUARY 7-8.

2. TRAVEL TO MIAMI/NEW YORK: FEB. 8-9.

3. ORIENTATION/DISCUSSION AT COLUMBIA U. SCHOOL OF

JOURNALISM: FEB. 10, 11,14.

4. TRAVEL TO U. MISSOURI - FEBRUARY 15.

5. ORIENTATION/DISCUSSION AT U. OF MISSOURI SCHOOL
OF JOURNALISM - FEB. 16, 17, 18.

6. TRAVEL TO STANFORD - FEBRUARY 19.

7. ORIENTATION/DISCUSSION AT STANFORD - FEB. 21, 23.

8. LINKAGE DISCUSSIONS WITH PARTICIPATION OF
REPRESENTATIVES OF ALL SIX UNIVERSITIES - FEB. 24, 25.

9. DEPARTURE FOR BRAZIL - FEB. 26.

VI. ORIENTATION/DISCUSSIONS

THE OBJECTIVE OF THE THREE THREE-DAY SEMINARS IS
TO GIVE THE BRAZILIAN PARTICIPANTS THE CLEAREST
POSSIBLE PICTURE OF THE PURPOSE AND SCOPE OF THE
RESPECTIVE SCHOOLS OF JOURNALISM - THEIR STRUCTURE,
THEIR GOALS, THEIR COURSES, THEIR FACULTY AND STUDENT
BODY, THE RELATIONSHIP BETWEEN THE SCHOOL OF
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JOURNALISM AND THE REST OF THE UNIVERSITY AND
BETWEEN THE SCHOOL OF JOURNALISM AND THE COMMUNITY
IN WHICH THEY FUNCTION, THEIR OUTREACH PROGRAMS,
AND ANY OTHER QUESTIONS WHICH WOULD BE OF
INTEREST TO THE VISITING BRAZILIANS. THESE
ORIENTATION/DISCUSSION SESSIONS WOULD PROVIDE THE
BASIS FOR A PLANNING MEETING AT STANFORD, A TWO-DAY
SESSION IN WHICH ALL AMERICANS AND BRAZILIANS WILL
PARTICIPATE. THIS WOULD BE DEVOTED EXCLUSIVELY TO
A DISCUSSION ON POSSIBLE LINKAGES BETWEEN AND/OR
AMONG THE SIX UNIVERSITIES AND SPECIFIC PLANS FOR
FUTURE PROGRAMS.

VII. LONG-TERM LINKAGES

THE OVERALL OBJECTIVE OF THE ENTIRE PROJECT IS TO
INVESTIGATE THE POSSIBILITY OF AND
STIMULATE INTEREST IN LONG-TERM LINKAGES,
INSTITUTION-TO-INSTITUTION PROJECTS WHICH MIGHT
NEED SEED MONEY TO TAKE ROOT BUT WHOSE
OBJECTIVE SHOULD BE TO BE SELF-SUSTANING AFTER A
MAXIMUM OF THREE YEARS. AFTER VISITS TO THREE
SCHOOLS OF JOURNALISM, DIFFERENT IN PURPOSE AND
SCOPE, THE BRAZILIAN UNIVERSITY REPRESENTATIVES
WILL HAVE A BETTER IDEA OF THE POTENTIAL FOR SUCH
LINKAGES. THE LAST TWO-DAY SESSION WOULD BE THE

CULMINATION OF MUCH OBSERVATION, THOUGHT AND DISCUSSION AT INDIVIDUAL INSTITUTIONS. LONG-TERM PROJECTS SUCH AS THIS ONE ARE BELIEVED TO BE MORE EFFECTIVE THAN LESS COSTLY, SINGLE TIME EXCHANGES.

VIII. ESTIMATED COSTS

WE SEEK FUNDS TO COVER THE EXPENSES OF THE FOLLOWING:

A. INTERNAL US TRAVEL FOR A MINIMUM OF SEVEN: MIAMI-NEW YORK-MISSOURI-CALIFORNIA-MIAMI (ESTIMATED COST: \$4,228).

B. INTERNAL US TRAVEL FOR TWO AMERICAN PROFESSORS:
1. NEW YORK TO CALIFORNIA TO NEW YORK: \$396.00.
2. MISSOURI TO CALIFORNIA TO MISSOURI: \$324.00.
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C. PER DIEM FOR BRAZILIAN PARTICIPANTS: \$50.00 X 18 DAYS X 6: \$5,400.

D. PER DIEM FOR ESCORT OFFICER: \$50.00 X 18 DAYS X 1: \$900.00.

E. PER DIEM FOR AMERICAN PROFESSORS: \$50.00 X 5 DAYS X 2: \$500.00.

F. FEE FOR COORDINATORS AT 3 AMERICANS UNIVERSITIES: \$350 X 3: \$1,050.00.

G. GUEST SPEAKERS AT THREE-DAY SEMINARS: SIX SPEAKERS X 3 UNIVERSITIES: \$2,700.00.

H. ADMINISTRATIVE COSTS FOR SEMINARS:
1. SIMULTANEOUS INTERPRETERS (2): \$3,300.
2. OTHER - MISCELLANEOUS: \$1,100.

I. TOTAL - \$20,000.00.

IX. REQUEST

WE REQUEST THAT THE TINKER FOUNDATION COOPERATE WITH THE USG, THREE AMERICAN AND THREE BRAZILIAN UNIVERSITIES IN PROMOTING THE PROJECT "BRAZILIAN-AMERICAN INSTITUTIONS-TO-INSTITUTION COMMUNICATIONS SEMINAR - 1977" BY CONTRIBUTING \$20,000 TO THE PROJECT.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TELECOMMUNICATION, SEMINARS
Control Number: n/a
Copy: SINGLE
Draft Date: 16 SEP 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976BRASIL08019
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760349-1212
From: BRASILIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760955/aaaaburo.tel
Line Count: 274
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION CU
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 5
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: vandyklc
Review Comment: n/a
Review Content Flags:
Review Date: 19 MAR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <19 MAR 2004 by MaustMC>; APPROVED <20 AUG 2004 by vandyklc>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COMMUNICATIONS SEMINAR IN US: 1977
TAGS: OEXC, US, BR
To: USIA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006